

BUILDING BRIDGES SINCE 1992

BIG APPLE GREETER ANNUAL REPORT
FISCAL YEAR 2009 – 2010



Big Apple Greeter
New York City

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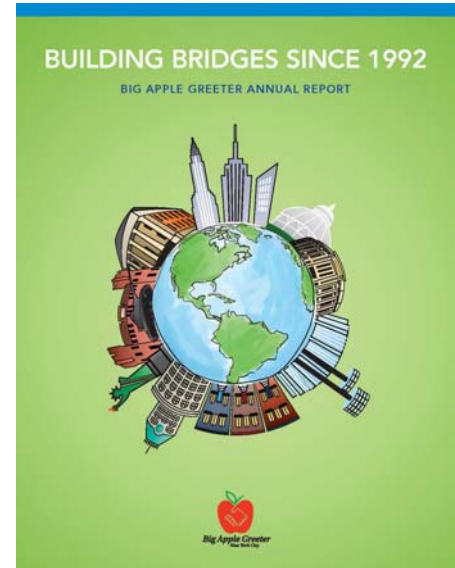
Above: Visitors Birgit and Kathrin Hofman from Germany with Greeter Verica Neumann (center)

Page 3, clockwise from top left: the visiting Youssef family from France with Greeter Diane Raphael (center); Greeter Joe Feldman (left) with the visiting Louey family from Australia; Greeter Chantal Lawrence (center) with visitors Gwenaelle Lardenois and David Regis from Paris; Greeter Bobbie Gold (center) with visitors Marliene Pille and Marie-Cecile van Boxtel from the Netherlands



Note: Subsequent to the April 30, 2010 fiscal year-end, Big Apple Greeter, Inc. was extremely fortunate to receive a \$200,000 donation from Ariadne Getty, Founder of the Fuserna Foundation. An objective of the Fuserna Foundation is to revitalize charities and not-for-profit organizations that are unable to fulfill their missions because of financial constraints.

Like most nonprofits in the current economic downturn, our major fundraising resources have been greatly reduced. Ms. Getty's contribution has served to reinvigorate our efforts to raise additional contributions with a goal of raising matching funds, so that we may continue to serve visitors to New York, as we have done since 1992.



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Our Mission

FOUNDED IN 1992, Big Apple Greeter's mission is to enhance New York City's worldwide image and enrich the New York experience by connecting visitors with knowledgeable and enthusiastic volunteers.

Big Apple Greeter's core program is its free-of-charge Greeter Program. A Greeter accompanies one to six visitors on a two-to four-hour informal visit to one or more neighborhoods throughout the five boroughs. More than 300 volunteer Greeters speak over 20 languages, donate their time and energy, learn new skills and give back to their hometown. Visitors spending time with a Greeter report feeling empowered to venture beyond the City's typical tourist destinations, thereby bringing tourism and tourist dollars to underserved and less visited neighborhoods.

Big Apple Greeter is proud to partner with NYC & Company, the Metropolitan Transportation Authority and the Make-A-Wish Foundation® of Metro New York.



From top to bottom:

Greeters Richard Fine (2nd from right) and Ethan Brook (right) with the Rinot family from Israel; Greeter Heather Markel (center) with the Leavis and Avery families from Australia; Greeter Joel Weiner (right) with the Wykman family from Sweden.

Message from the Board Chair and Executive Director

Dear Friends:

Big Apple Greeter has much to be proud of despite the ongoing financial challenges posed by a weak economy. We are deeply impressed and proud of how smartly and diligently everyone worked to raise dollars and save dollars, all without sacrificing the quality or quantity of Big Apple Greeter's work.

This annual report describes how Big Apple Greeter continues to build bridges between cultures in so many ways. During the past year, 7,000 visitors from 49 countries spent time with one of our volunteer Greeters. With an increase in travel to the United States from foreign countries, Big Apple Greeter's services are more in demand than ever.

It is not only visitors who benefit from Big Apple Greeter. Our City's neighborhoods and economy also have much to gain. Big Apple Greeter promotes tourism citywide and also encourages both visitors and native New Yorkers to explore some of the lesser-known but no less interesting neighborhoods of the City. Our Neighborhood Information Profiles and Greeter Outings help raise awareness of the rich and varied history of these vital neighborhoods.

During this most recent fiscal year, Big Apple Greeter further embraced digital communications. Our e-newsletter has become

an important vehicle for communicating with our friends around the world, and we gain new Facebook fans and Twitter followers every day. Our successful use of social media has even resulted in new funds for Big Apple Greeter, this time through the web-based Liquidnet Local Impact Challenge.

Big Apple Greeter owes much of its worldwide reputation to its talented and loyal volunteers. This year, two outstanding Greeters – Robert Hartling and Chafin Elliott – each conducted more than 50 visits with travelers! We are also extremely grateful to our dedicated office volunteers who are working more hours and are supported by fewer staff.

Once again, our Annual Report profiles several of our very beloved volunteers. This time, in celebration of the many diverse neighborhoods that make up our city, we asked each of these Greeters to tell us about their favorite New York City neighborhoods.

We are also excited and gratified by the growth in the number of Greeter organizations around the world. As a founding member of the Global Greeter Network, Big Apple Greeter serves as the original role model for similar greeter organizations that provide a small group experience for visitors. Two new European

greeter organizations were established in the past year, further indication of Big Apple Greeter's worldwide impact. We are delighted and flattered that so many cities have adapted our successful Greeter model.

Big Apple Greeter relies on a strong and active Board of Directors. We recently welcomed two new members to our board – Jill Groce, General Manager, JCPenney Manhattan Mall; and Steve Swenson, Vice President and General Manager, 1010 WINS and WCBS Newsradio 88. We also thank three board members who completed their terms – Diana L. Taylor, Managing Director, Wolfensohn & Co., who served Big Apple Greeter with distinction for eight years; Laura Osman, Senior Managing Director, Concord

International Investments; and Laurie Norris, Intercultural Communications & Editorial Services Consultant, Greeter Representative. Ms. Norris remains with our organization as a Greeter.

Big Apple Greeter powerfully enhances New York City's reputation worldwide. We thank all of our friends and supporters for making this success possible and for helping us build bridges among cultures.

Thomas Lewis, Chair, Board of Directors
President, Gray Line New York
Sightseeing Tours

Alicia Pierro, Executive Director
Big Apple Greeter, Inc.



Message from the Founder

Big Apple Greeter stands at the threshold of an exciting time in its history and growth. When we launched eighteen years ago, almost everyone said connecting visitors with a volunteer Greeter was a good idea, but could not work. We've proven them wrong. Big Apple Greeter is even more successful than we imagined, serving nearly 99,000 visitors since 1992 and generating a significant amount of positive publicity for New York City worldwide and building bridges between cultures.

It is now time to build on this success and take Big Apple Greeter to the next level. During the past year I have met with many prominent and influential individuals in our city to discuss plans for Big Apple Greeter's "Giant Leap Forward." The name of this initiative reflects the enormous divide between the perception of Big Apple Greeter in New York City and around the world, and the reality of our current financial position and resources.

An example of our success is the growth of the Global Greeter Network which now numbers 15 organizations on four continents, all based on the original Big Apple Greeter model. When any of these organizations receives publicity, they always refer to their origins in Big Apple Greeter, thereby increasing the

impact of our own publicity exponentially. While Big Apple Greeter remains the accepted leader of this growing international organization, a huge divide remains between our reputation and the extent of our infrastructure and budget.

The demand for Big Apple Greeter's services grows every year, due to extensive publicity including a mention in TripAdvisor as one of the "Top Ten Things to do in New York City." Through our work we bring much needed tourism and dollars to all five boroughs in the City.

Big Apple Greeter has big dreams, a strong board, talented staff, committed volunteers and an excellent local and international reputation. We also have much support and admiration for our mission from the tourism community as well as corporate and government leaders. However, it is time for us to grow into a bigger and stronger organization. I hope you will join us in helping Big Apple Greeter make this critical Giant Leap Forward into the future.

Lynn Brooks
Founder

Left: Alicia Pierro, Thomas Lewis
and Lynn Brooks

The Impact of Big Apple Greeter

\$10.5 mil

contributed by
Big Apple
Greeter interna-
tional visitors to
New York City's
local economy

Big Apple Greeter is a small organization with a large, worldwide impact. Since 1992, Big Apple Greeter's free public service has promoted New York City worldwide and helped thousands of visitors each year discover the City's ethnically and culturally diverse neighborhoods through the eyes of those who know it best – New Yorkers.

In carrying out its mission, Big Apple Greeter makes a significant contribution to the local economy throughout the five boroughs, with 114 individual neighborhoods positively affected by Big Apple Greeter during the past fiscal year. Visitors who meet with a Greeter are well-oriented to the City and become comfortable exploring it on their own. This often results in visitor spending on shopping, dining and admission fees to cultural attractions and institutions. Greeters welcomed nearly 7,000 visitors to New York City during FY 2009-2010, resulting in a direct economic impact on the City of \$11,033,680. Based on our estimates, Big Apple Greeter's exponential impact – which includes word-of-mouth, social media and repeat visits – could reach \$143,437,840.

According to a 2008 report on tourism published by NYC & Company, international visitors to New York City spent an average of \$1,790 per person per trip. During FY 2009-2010, 5,880 people, or 84 percent of Big Apple Greeter's visitors, traveled from outside the United States. Therefore, we estimate that Big Apple Greeter's international visitors contributed over \$10,525,200 to New York City's local economy.

7,000

visitors Greeters
welcomed to
New York City
...resulting in a
direct economic
impact of
\$11,033,680.

Additionally, domestic visitors spent an average of \$454 per person per trip, according to NYC & Company. During FY 2009-2010, 1,120 people, or 16% of Big Apple Greeter's visitors, came from within the United States. As a result, we estimate that domestic visitors served by Big Apple Greeter contributed nearly \$480,000 to the City's economy.

Big Apple Greeter also significantly contributes to the growing "green" movement by encouraging walking and use of public transit.

Our Volunteers

Volunteers are the heart and soul of Big Apple Greeter and one of the most important reasons behind its success. Representing a wide range of ages and backgrounds, these volunteers all have one thing in common – a deep love for New York City and a strong commitment to Big Apple Greeter’s mission. The majority of our volunteers live or work within the five boroughs and enjoy sharing their favorite neighborhoods with visitors. All the volunteers love and know the City well and enjoy sharing it with visitors.

During FY 2009-2010, 63 new volunteers joined the active group of more than 300 Greeters, serving as goodwill ambassadors for New York City. A brief snapshot of our indispensable Greeters:

- 49% have been Greeters for more than five years.
- 57% live in Manhattan, 17% in Brooklyn and 26% are from the other boroughs and nearby suburbs.
- 80 of our Greeters conducted more than 12 visits in the last fiscal year.
- Our Greeters collectively speak more than 20 languages and can provide visitors with a memorable experience in their native language.

Visitors remain extremely delighted and satisfied with their experience with Big Apple Greeter, and often write to tell us so. They also discuss their visit with friends and loved ones back home, further enhancing New York City’s image as a desirable travel destination. Many visitors remain in touch with their Greeter and schedule a repeat visit to the City.

Big Apple Greeter is also grateful for its talented office volunteers who perform essential behind-the-scenes work. During FY 2009-2010, 35 office volunteers gave 10,793 hours, providing services equivalent to the work of seven full-time paid employees. They matched visitors with Greeters, wrote and designed Neighborhood Information Profiles, managed data and statistics, contributed to the e-newsletter and Web site, and much more.

Our volunteers are an enthusiastic group. Below, five Greeter volunteers share why they are so passionate about their favorite New York City neighborhood and Big Apple Greeter.

“This is my second visit to New York and my second trip with a Big Apple Greeter. One of the main reasons for coming back was that the Greeter on my first visit made New York so welcoming and accessible.”

– Visitor, 2009

“Meeting Terry was one of the highlights. (After saying goodbye, we were) walking around NYC on our own. I must express an enormous thank you to the organization and to her for an experience that will stay with us for many years. Thank you, thank you (Terry), thank you!!!”

– Visitor,
January 2010

Profiles

Chafin Elliott

Big Apple Greeter Chafin Elliott is a treasure trove of information about his two favorite neighborhoods – Harlem in Manhattan and Brooklyn Heights/Clinton Hill in Brooklyn. Born in Hartford, Connecticut, Chafin was raised in Harlem and moved to Brooklyn where he lives today with his wife of 59 years.

A Greeter since 1997, and Greeter of the Year honoree in 2005, Chafin is a retired computer consultant. He completed 50 “greetings” in 2009, making him one of the organization’s most active Greeters. By his own choice, he likes to add a personal touch by giving his visitors an informational packet about some of the sights and neighborhoods they will see.

He enjoys surprising his visitors with what he calls “little hors d’oeuvres,” showing them what they came to see and then adding in one or two additional treats along the way. For example, during a visit to Clinton Hill, Chafin surprised German visitors with a stop at a German beer garden owned and operated by an African American who had lived in Koln.

Chafin is an expert on Harlem and its history. He proudly notes that in addition to being the largest Black urban community in the United States, Harlem has more landmarks than any other community in New York City including a wealth of historic churches, the Schomburg Research Center, Columbia University and the Audubon Ballroom where Malcolm X



was assassinated. He introduces visitors to the neighborhood from a beautiful – and unexpected – viewing spot from the heights of Columbia University. Visitors do not expect to see this type of terrain in an urban area and are often surprised by Harlem’s unique geographical structure.

Chafin likes meeting all types of visitors, especially families with children. He has also had many enjoyable experiences taking visitors with disabilities to places such as Brooklyn Heights, Harlem and Ground Zero, all by public transit. However, one of his most memorable experiences as a Greeter was meeting a visitor from New Iberia, Louisiana, the town where his grandmother was born.

Visitors are effusive with their praise. Said one couple from South Africa, “Our visit to New York City will always remain a wonderful, memorable, educational and endearing experience thanks to the magnificent guidance of Big Apple Greeter Chafin Elliott. Not only did we have the pleasure of his company and knowledge, we have also made a friend for life. . . . Thank you Big Apple Greeter, and thank you Chafin.”

Above: Chafin Elliott (second from left) with visitors from Germany

Profiles

Ray Marquez

Ray Marquez has volunteered as a Big Apple Greeter since 2007. When he first heard about the organization, he had recently retired from his position as a computer trainer for the City, one that had provided a unique opportunity to travel throughout its many neighborhoods. He was looking for a volunteer opportunity that would allow him to “give back” to the City but also afford some measure of flexibility in when and how many hours he volunteered. Big Apple Greeter suited his needs perfectly – and made use of his wide familiarity with different areas of the metropolis from his many years as a trainer.

Ray’s specialty is being “the last chance guy” – that is, he purposely seeks out visitors who, for whatever reason, have not been assigned a Greeter for an upcoming visit to New York and would therefore not be able to experience this unique opportunity if he didn’t step in. He encourages visitors to go out with him on their very first day in New York because he likes to introduce them to the transit system and provide an overview. He also enjoys sharing some aspects of daily life in the City such as a typical neighborhood supermarket or branch library.

Needless to say, Ray is comfortable taking visitors to almost any neighborhood in the City given his wide knowledge, but he



expresses special fondness for Staten Island where he and his wife have lived for the past 18 years. Says Ray, “Staten Island is the least well known of the boroughs, even by the vast majority of New Yorkers. It’s a real shame because there are so many wonderful things to see that people just don’t know about.”

In quick succession, Ray mentions a few: the Jacques Marchais Museum of Tibetan Art, the Garibaldi-Meucci Museum, Borough Hall and its 13 WPA murals depicting Staten Island’s past, and the 1680 Conference House, so named because of the meeting held there in 1776 in an unsuccessful attempt to end the Revolutionary War. However, he has very special fondness for the Alice Austen House, which is nestled near the entrance of New York Harbor not far from the Verrazano Bridge. The beautiful, historic house, panoramic views and changing photographic exhibitions are unique to Staten Island and a rare treat in a busy modern city like New York.

Profiles

Suzanne Paliotta

Suzanne Paliotta, a Big Apple Greeter for the past 17 years, first heard about the organization just after she retired from teaching. A friend mentioned it to her because it seemed to be a natural given that Suzanne had always enjoyed taking friends and family from out of town to different City neighborhoods.

Though she is long retired, there is still more than a little of the teacher in Suzanne's approach to her Greeter role. For starters, she enjoys learning about new neighborhoods and then sharing what she has learned with Big Apple visitors. When exploring a new neighborhood, she always does a dry run by herself to make sure that she knows her way around, that she's assembled interesting facts and that she understands the public transportation access.

As a result, today she is comfortable taking visitors to a wide range of different neighborhoods in several boroughs including Brooklyn Heights and DUMBO in Brooklyn; Lower Manhattan and parts of Harlem; rejuvenated parts of the South Bronx, along with the more popular Arthur Avenue; and neighborhoods that lie along the "international" (so called because of the ethnic diversity of the riders) #7 subway line in Queens including Long Island City, Sunnyside, Woodside, Jackson Heights, Corona and Flushing. She is intrigued by



different aspects of each neighborhood – perhaps the specialty food that is offered in its restaurants and shops, the strong ethnic concentrations that shape its commerce and residential areas, or simply its unique history.

Suzanne is hard pressed to identify a single New York City neighborhood as her favorite but when pushed, she does admit to a special fondness for Forest Hills Gardens in Queens where the elegant houses and pastoral setting provide such a charming contrast to the hustle and bustle of the more characteristic Queens neighborhood that surrounds it.

When asked what keeps her volunteering for Big Apple Greeter after so many Greets, Suzanne says, "I've learned over the years that, as much as I enjoy sharing what I know about different New York City neighborhoods with visitors, I invariably learn something new and interesting from them as well. For instance, I recently took out two vegans from Brazil, and when we stopped for lunch at a well-known vegan restaurant, the learning was all on my side."

Above: Suzanne Paliotta (right) with visitor from Montreal, Canada

Profiles

Saul Raw

Over nearly nine years, Big Apple Greeter Saul Raw has introduced more than a thousand visitors to New York City, both on and off the beaten path. Averaging approximately 40 to 50 “Greetings” per year, Saul conducts nearly all of these visits in fluent French. Visitors from France, Belgium, Switzerland and Canada can count on Saul to provide a friendly and information-filled introduction to the city in their own language.

Saul, a native New Yorker who lives in Brooklyn where he has a full-time psychotherapy practice, first heard about Big Apple Greeter in a newspaper article. In addition to the pleasure and satisfaction of sharing the City with out-of-towners, he also learns from the visitors themselves when they compare how essentials such as the transportation system work in New York City and their own country.

While he brings many visitors to Chelsea, Greenwich Village and the Meat Packing District, Saul especially enjoys taking visitors to Brighton Beach or Chinatown. He marvels at his visitors’ reaction to seeing Brighton Beach, which is not at all the way they envisioned it. “This is not a suburb. You’re in New York City,” he always tells them when showing them the neighborhood’s Atlantic Ocean coastline, and vibrant Russian stores and restaurants. The visits



often include a walk to Coney Island along the famed boardwalk. “It’s so different from what they’ve been given to expect New York is,” he says. He recalls visiting the Brooklyn neighborhood with a French couple where the wife said to her husband – “I never would have imagined this existed.”

Saul’s visitors have a similar reaction to Chinatown, where he shows them many “juxtapositions of things unexpected” such as an old synagogue next to a Buddhist temple or a large outdoor market, unknown to most New Yorkers, set up alongside the Manhattan Bridge. “Chinatown is much bigger and more complex than they expect,” he says. “The visitors are very taken with the products, the bustle of the streets and the congestion.”

Above: Greeter Saul Raw with visitors from France

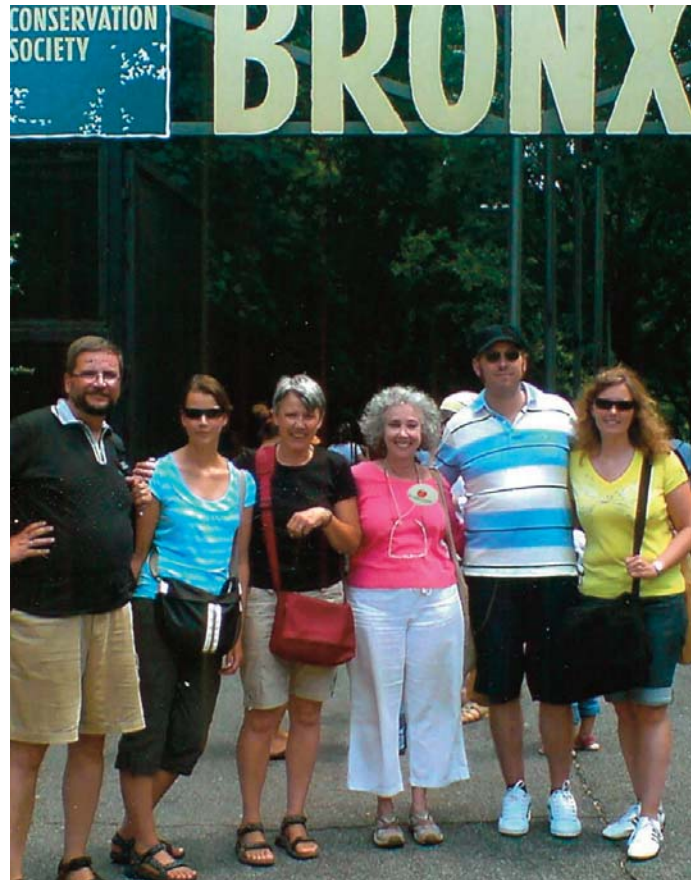
Profiles

Elaine Siegel

Retired schoolteacher Elaine Siegel has a life-long passion for the Bronx. It is this enthusiasm for the borough where she was born and raised that she shares with visitors from throughout the world. Currently living in Riverdale, Elaine especially enjoys bringing visitors to the vibrant Arthur Avenue neighborhood, known for its “Little Italy” atmosphere and outstanding restaurants and markets.

Elaine has been a Big Apple Greeter since 2006, and came to the organization because of an appeal for volunteer Greeters that appeared in her quarterly pension statement. “I am a born New Yorker and enjoy traveling myself. I thought – what a nice combination!” She spent her 45-year career in the New York City Public Schools, working in early childhood education with a special focus on music.

“I seem to have a very strong affinity for Arthur Avenue,” says Elaine. “There’s something authentic and less commercial about it. It’s a real New York neighborhood.” She especially likes the family-owned stores that have been in existence for 75 years, managed by several generations, and the wealth of pastry and food markets. A highlight of each outing is introducing visitors to her friend who moved from Riverdale back to her Arthur Avenue Floral roots. This gives the visitors



an even deeper insight into what it is like to live in the neighborhood and the opportunity to know another native New Yorker on a more personal level.

Elaine spends as much as five or more hours with her visitors. She especially enjoys taking out families with children and, if there’s time, bringing them to see the Bronx Zoo. “Tourists appreciate my enthusiasm,” says Elaine. “They have an authentic experience. Everybody loves walking through the neighborhood. I would love to have that same opportunity to meet a native in a foreign country.”

Above: Elaine Siegel (third from right) with visitors from Germany

Greeter Outings

Greeter Outings expand the volunteer knowledge base by introducing Greeters to lesser-known neighborhoods and cultural sites in all five boroughs. From Fort Greene to Astoria, to Washington Heights and beyond, every outing provides Greeters with an insider's look at various cultural and historical sites which they in turn can share with friends, family and visitors.

Eight outings were made possible by a first-time grant from the New York City Small Business Services Avenue NYC Project. Each gives Greeters new information about some of New York's most interesting and culturally diverse neighborhoods and an opportunity to bond with other Greeters.

The eight outings included a day exploring Washington Heights with Dennis Reeder, executive director of the Washington Heights & Inwood Development Corporation, who joked "There is life after 155th Street!" The volunteers had a fascinating visit, stopping at Manhattan's oldest house, the Morris-Jumel Mansion, built in 1756; the Dyckman Farmhouse, originally from the 1600's; Inwood Hill Park, where Peter Minuit bargained with the with the Native Americans and "bought" Manhattan Island; and The Malcolm X Museum. Other trip highlights included the renowned Columbia University Medical Center and NewYork-Presbyterian Hospital; Bennett Park; the Cloisters Museum; and Ft. Tryon Park.



From left to right: Greeters Mike Brown, Sami Steigmann, Bobbie Gold, Marianne Gennarie, and Brad Smith, listening to Roy Fox of King Manor Museum

In December, Greeters visited the King Manor Museum, an important historic landmark located on an 11-acre New York City park in Jamaica, Queens. The museum was once the stately manor home and farm of Rufus King, a Founding Father of the United States, and later became the estate of King's son, John Alsop King, who served as New York's Governor. King Manor has been a museum since 1900.

Museum caretaker Roy Fox presented a fascinating lecture on Rufus King's role in shaping the nation. He also made life at King Manor in the 19th century come alive for the Greeters in attendance. The lecture was followed by a tour of the manor and a walk along historic Jamaica Avenue.

In February, 10 volunteers visited the El Museo del Barrio in East Harlem. They were given a private tour of the museum's Caribbean and Latin American art and artifacts.

Other scheduled Greeter Outings funded by the grant include: Greater Astoria Historical Society; St. George (Staten Island) Historic District and Civic Center; Myrtle Avenue, Clinton Hill and Fort Greene; Coney Island; and Concourse Village (161st Street Business Improvement District).

Our Visitors

“Absolutely loved our meet and greet. It was a fantastic introduction to the Big Apple. It made us comfortable to tour the rest of the City. After the time with our Greeter we saw New York as friendly and a safe place to visit.”

–Visitor, September 2009

During FY 2009-2010, Big Apple Greeter provided a warm welcome to New York City for nearly 7,000 visitors. Eighty-five percent of these visitors came from outside the United States from countries as near as Canada and as far away as Australia, Japan and Singapore. While the majority of visitors come from English-speaking countries, many come here with limited understanding of English. Big Apple Greeter is fortunate to have a significant number of volunteers who speak one or more foreign languages and can easily converse with these non-English speaking travelers.

Visitors consistently praise their Greeters and express gratitude for providing such a welcoming and valuable introduction to the City. First-time visitors feel empowered to further explore the City on their own and gain confidence in navigating the public transportation system. This in turn boosts tourism, the local economy and the City’s image around the world, especially when the visitors enthusiastically describe their Big

Apple Greeter experience to their friends back home.

While many visitors request an introduction to Manhattan, others gain much from exploring in the other four boroughs. Each visitor sees an average of four to five neighborhood locations during their visit. During FY 2009-2010, Big Apple Greeter conducted 17,328 location visits in Manhattan, on and off the beaten track. Additionally, 4,015 location visits were conducted throughout the other boroughs.

Aiding New York City Convention Visitors

In partnership with NYC & Company, Big Apple Greeter welcomes visitors attending many of the conventions held in the City. During FY 2009-2010, 155 Greeters welcomed 145,000 visitors at a special Big Apple Greeter desk set up at 16 conventions, ranging in size from 700 to 30,000 attendees. They distributed travel information and

“We very much appreciated this opportunity to look at the City with different eyes. It is special to walk around with ‘real’ New Yorkers. I am planning another trip to the Big Apple in 2011 and definitely intend to book a Big Apple Greeter again!”

–Visitors, April 2010

brochures, and talked up the City to out-of-town visitors. The varied list of conventions included:

- 100 Black Men
- Book Expo America
- Chemical Process Industries Show
- HBA Global Expo
- IESE Business School Reunion
- International Hotel/Motel & Restaurant Show
- International Vision Expo
- JA International Jewelry Show
- Little People of America
- National Stationery Show
- New York Anime Festival
- New York State School Board Annual Meeting
- Photo Plus Expo
- Shoe Expo
- Variety Merchandise Show
- World Burn Congress

Access Program for Travelers with Disabilities

Since 1993, Big Apple Greeter has served the needs of volunteers and travelers with disabilities through its Access Program with major funding initially provided by American Express, Con Edison and JPMorgan Chase Foundation. The Access Program is dedicated to helping travelers with disabilities fully experience the City and become comfortable using public transportation. It is the only non-profit tourism initiative in the City specifically for this purpose. Greeters completed 61 Access visits in FY 2009-2010, introducing the visitors to a wide range of neighborhoods and cultural sights.



Greeters Richard Fine and Ethan Brook with visitor from the Netherlands

Big Apple Greeter also offers the Access Reference Guide, which provides travelers with disabilities detailed information on accessible transportation options and other resources.

Make-A-Wish Foundation® Visitors

For more than seven years, Big Apple Greeter has maintained and nurtured a special partnership with the Make-A-Wish Foundation® of Metro New York. Specially selected volunteers introduce the City to children with life-threatening illnesses and their families. The children who are chosen have expressed a very specific wish to see New York City or meet a public figure who is based in the City. During FY 2009-2010, 16 Greeters conducted 16 Make-A-Wish® visits, providing a meaningful and memorable service for these families. The Greeters are Coreen Bourke, Robert Goldsman, Linda Gralitzer, Rosita Jalowski, Leonore Lowenthal, Sharon Messing, Dolores Morris, Terry Neistadt, Giacinta Pace, Cynthia Riley, Rosalie Rothenberg, Robert Schiff, Sami Steigmann and Susan Turok.

Dominic, David
and Tiki



Also Worth Noting

Celebrity Greeter for a Day

The Greeter for a Day program invites celebrities, business, community, and government leaders to fill a Greeter's shoes for a few hours. Officially launched at a press conference in July 2009 featuring former New York Giants superstar Tiki Barber and acting legend Dominic Chianese, the program matches these celebrities and civic leaders with visitors. The matches are made in the same way others are paired, and visitors are not given advance notice of their Greeter's celebrity status.

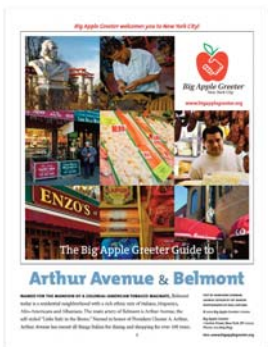
The Greeter for a Day concept was first tested in 2008 by Robert Catell, retired chairman of U.S. National Grid. Since the official 2009 launch, the program has attracted a number of celebrity greeters in addition to Barber and Chianese. They include Jean Claude Baker, owner of Chez Josephine, a popular restaurant in Manhattan's Theatre District; David McManus, general manager of the Affinia Shelburne Hotel; Deputy Mayor Robert C. Lieber, and Brooklyn Borough President Marty Markowitz. The program

continues to attract interest from individuals and organizations throughout the City, including the renowned American Ballet Theatre.

Neighborhood Information Profiles

In 2003, Big Apple Greeter launched Neighborhood Information Profiles to help promote tourism throughout the five boroughs. These free Profiles, available on the Big Apple Greeter Web site, provide a guide to 25 neighborhoods and offer a user-friendly way for both visitors and native New Yorkers to experience neighborhoods representing an ethnically and culturally diverse City. The Profiles are also useful for visitors who cannot be matched with a Greeter and are comfortable exploring these areas on their own. Residents of New York City and nearby suburbs also use the Profiles to plan a visit to neighborhood they are not familiar with, thereby bringing local dollars to dining and cultural attractions of these communities.

The colorful Profiles are prepared by a team of volunteer writers, editors, photographers and designers, led by volunteer Marianne Gennari. Each one is a six-page feature story with photographs, detailing the neighborhood's history and culture, local attractions and shopping and dining suggestions. A street map and instructions for traveling to the neighborhood via public transportation are also included. Big Apple Greeter extends a special "thank you" to coordinator/editor/writer Marianne Gennari, graphic designer Joy Makon, writer Deb Freeman and photographers Karen Bell, Paul Katcher, Susan Kroeter, Paul Margolis and Caroline Misan for the pro bono services they gave to create the Profiles.



Five Neighborhood Information Profiles were added in FY 2009-2010 as a result of the New York City Small Business Services Avenue NYC Project grant. They provide both visitors and native New Yorkers with a

guide to the history and highlights of some lesser-traveled neighborhoods – Woodside, Queens; East Harlem in Manhattan; St. George on Staten Island; Concourse Village in the Bronx and Victorian Flatbush, Brooklyn. At the same time, profiles were updated for Soho, Arthur Avenue and Belmont, Hipster Williamsburg, Astoria/Long Island City and Chinatown.

In addition to the 25 Profiles, there are neighborhood walking itineraries for Manhattan and Brooklyn's Park Slope, as well as a series of three Profiles on New York City's agricultural heritage, which were prepared with financial support from the New York State Department of Agriculture and Markets.

The Neighborhood Information Profiles are well-utilized, receiving more than 1,500 "hits" per month on the Big Apple Greeter Web site.

Global Greeter Network Grows

Big Apple Greeter is a member of the Global Greeter Network (GGN), comprised of 15 organizations around the world that are based on the Big Apple Greeter model. Established in 2005, GGN serves as an informal association for sharing information and best practices. All GGN member programs must provide services that are free, open to all visitors, engage only volunteer greeters, have an active Web site and serve visitor groups of no more than six people. The newest member organizations are Marseille-Provence, France, and Brighton, England.

In September 2009, the Fifth Annual Global Greeter Network meeting was held in The Hague and attended by representatives of all 15 member organizations. As the original Greeter Program, and a founder of the Global Greeter Network, Big Apple Greeter is proud to serve as a role model that has inspired a growing number of cities to establish similar programs of their own.

March Across the Brooklyn Bridge

Big Apple Greeter was honored to introduce New York City to men and women who were newly stationed at the 152nd Military Police Platoon in Fort Hamilton, Brooklyn. Greeters joined the soldiers in a walk across the Brooklyn Bridge and showed them some of the key sights of lower Manhattan including St. Paul's Chapel, Trinity Church, the New York Stock Exchange and the Police Museum.



GGN meeting at The Hague

Publicity for Big Apple Greeter

During the past 18 years, media coverage of Big Apple Greeter has introduced New York City to a worldwide audience of 2 billion potential visitors. As digital communication continues to grow, Big Apple Greeter has expanded its use of the “new” media in its marketing and outreach. Now, in addition to being featured in “traditional” media such as newspapers, magazines and radio, Big Apple Greeter appears prominently on numerous Internet news sites and in social media. The synergy of these diverse communication vehicles helps inform more people than ever about Big Apple Greeter and bolsters tourism and economic development throughout the City. The media coverage about

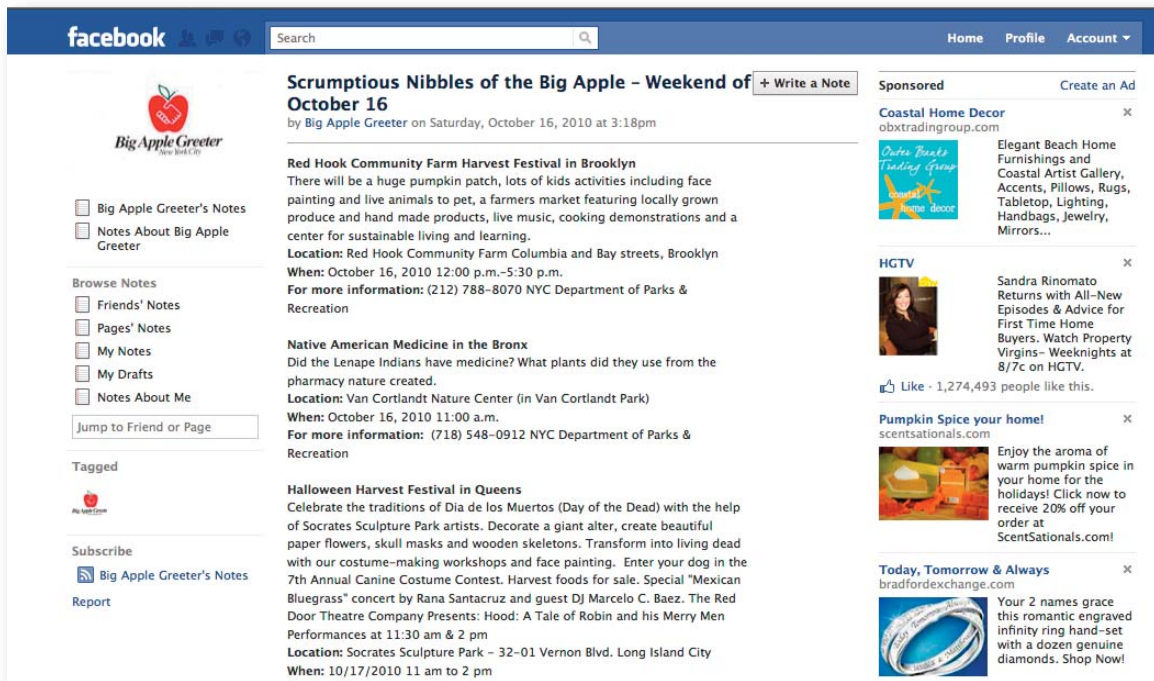
Big Apple Greeter also presents New York City as a friendly, inviting and safe place to visit.

During FY 2009-2010, Big Apple Greeter received 94 media inquiries from reporters based in places as far away as Argentina, Israel and Australia. These resulted in more than 50 articles and placements in print and digital media outlets. Big Apple Greeter thanks Nicholas & Lence Communications and NYC & Company for their services in securing many of the placements.

This sampling of media placements illustrates the wide range of stories about Big Apple Greeter in many types of media around the world.

Outlet	Media Type	Primary Service Area	Story
Today - NBC	Television	USA & Global	Family-friendly and low-cost things to do in NYC
AARP Magazine	Bi-monthly Magazine	USA	Big Cities, No Charge
CNN.com	Internet	Global	See more than the typical attractions in NYC
Lugares Magazine	Monthly Magazine	Argentina	25 Imprescindibles de Nueva York
San Jose Mercury News	Daily Newspaper	California	Volunteer Greeters give visitors a native’s point of view
Westfalen-Blatt	Daily Newspaper	Germany	Zwischen Werther und New York
St. Louis Post-Dispatch and stltoday.com	Daily Newspaper & Internet	Missouri	Volunteer Greeters help tourists see cities like a native

Outlet	Media Type	Primary Service Area	Story
Plus-Magazine	Senior Magazine	Belgium	De stad met 400 gezichten
The Provence and theprovince.com	Daily Newspaper & Internet	Canada/global	Greetings from the Big Apple
The Seattle Times & seattletimes.nwsources.com	Daily Newspaper & Internet	Washington State	Volunteers help tourists see part of City like a native
Austin American Statesman & statesman.com	Daily Newspaper & Internet	Texas/global	Five fun things to do with kids in the Big Apple
Daily News	Daily Newspaper	New York City	Meeting the Greeters
The Buffalo News & buffalonews.com	Daily Newspaper & Internet	New York State/global	Take Manhattan, then take on the rest of New York
Cosmopolitan	Monthly Magazine	USA	12 Sexy, Totally Free Dates
La Nacion & lanacion.com	Daily Newspaper & Internet	Argentina/global	La otra cara de la Bueno Aires
WABC-TV Eyewitness News	Television	New York City	Big Apple Greeter
Let's Travel	Radio/Internet	USA	Summer in the City
nytimes.com	Internet	Global	Travel-guided sightseeing tours in NYC
huffingtonpost.com	Internet	Global	Etiquette Enforcement
thisiskent.co.uk	Internet	Global	Chance to share passion for Kent
The Telegraph & telegraph.co.uk	Daily Newspaper/Internet	UK/Global	Travel Advice Column
Mirror.co.uk	Internet	Global	New York: Big Apple...small budget
Getaway	National TV	Australia	Bronx and Big Apple Greeter



Big Apple Greeter in Cyberspace

Big Apple Greeter contributed to the growing “green” movement in the City by moving its quarterly newsletter from a print to digital format. The first edition of the new newsletter premiered in the spring of 2009, sent via email to thousands of visitors, volunteers and friends worldwide.

Big Apple Greeter is also actively conversing with friends around the globe via Facebook and Twitter. Launched by volunteer Michaela Potter, the Facebook page provides a lively discussion forum for more than 400 “fans” of Big Apple Greeter. On Twitter, more than 550 “followers” regularly receive brief tips on things to see and do in New York City. In addition, Ryan Reed, volunteer Web master, has implemented vast improvements to make the Big Apple Greeter Web site more user-friendly and informative.

During FY 2009-2010, the Big Apple Greeter Web site received approximately 20,000 visitors per month from around the world.

Scrumptious Nibbles of the Big Apple

Launched in early 2010, Scrumptious Nibbles provide weekly tips for free things to see and do throughout the five boroughs.

Recommendations encompass walks, films, performances, festivals, other outdoor events and more, all easily reached via public transit. Scrumptious Nibbles are distributed regularly to all Greeters and office volunteers. The general public can receive them by becoming a Big Apple Greeter fan on Facebook or following us on Twitter.

Fundraising

FY2009-2010 was one of the most financially challenging years in Big Apple Greeter's history. We are delighted to report that despite the sluggish economy we continued to welcome thousands of visitors and generate free, positive publicity for the City with the support of our loyal donors.

To all the individuals, companies, foundations and government agencies that helped us throughout the year, we offer our deepest thanks. Special recognition goes out to our generous volunteers and visitors who remain the heart of our program.

Big Apple Greeter continues to operate on very limited dollars. Our annual total expenses of \$1,820,568, includes \$1,405,124 in-kind goods and services (77% of our expenses). Every expenditure receives extremely careful consideration, and numerous cost-saving measures are in place to help ensure that Big Apple Greeter continues to fulfill its mission for years to come. Despite these challenges, we raised \$144,016 in donations from individuals, corporations, foundations and matching gifts. This included \$41,250 in corporate funding, \$70,425 from government, \$6,000 from foundations, \$685 in matching gifts and \$25,656 from individuals. Following are some highlights of the year's fundraising successes.

Winning the Liquidnet Local Impact Challenge

In November 2009, Big Apple Greeter was nominated to receive a grant through Liquidnet's

Local Impact Challenge, which donates funds to organizations that strengthen local New York communities. The nomination was made by Greeter Todd Cherches, a Liquidnet employee.

Twenty-five non-profit organizations participated in the Challenge, with public voting conducted on JustMeans.com, a Web site that helps bring together not-for-profit organizations and companies seeking to engage in socially responsible and charitable causes. Contestants were encouraged to use social media to solicit votes. Big Apple Greeter reached out to over 18,000 visitors, nearly 800 active and retired volunteers, and board members whose votes placed us as one of the top winners to receive a \$10,000 grant from Liquidnet. Here are just a few of the comments posted to JustMeans.com:

"I love meeting people from different cultures and nations, and there is always a lot to learn from them. It is a mutually beneficial experience, not just for the visitor, but also for the Greeter. The exchange of ideas and customs only leads to better communication and understanding amongst people. Who knows...it could lead to world peace!"

— Greeter Andrea Coyle

"When I first visited New York, I was nervous about riding the subways, walking down side streets and going into areas that I had 'heard' about. Our Big Apple Greeter took away all of those fears and I visited New York this past summer again with new eyes."

— Visitor from Calgary, Canada

Special Fundraising Outreach

In March, Big Apple Greeter reached out to 50 City Council members for discretionary funding. Twenty-five of these council members were personally visited by a Big Apple Greeter volunteer from their district, who presented them with an apple and a follow-up letter. Among the volunteers was retired electronics salesman and Greeter Al Riggi, who has been taking visitors on six-hour excursions to Manhattan neighborhoods and landmarks since 2006. This campaign resulted in \$30,000 from the New York City Council and \$3,500 from Queens Council Member Daniel Dromm.

As the economic downturn continued, we extended our year-end fundraising efforts by asking everyone in our database – more than 24,000 people including visitors, volunteers, funders and friends – to each make a new or additional contribution. This campaign generated \$10,740, double the amount received in FY 2008-2009, and included 250 first-time contributors.



Alicia Pierro,
Christine Quinn and
Marty Markowitz

Big Apple Greeter Special Events

2009 Fall Benefit

Celebrate New York 2009, the annual fall benefit, honored prominent New Yorkers who have made outstanding contributions to the City. The grand evening deftly combined fundraising, silent and live auctions and a cocktail party with the joy of the holiday season and the elegance of The Russian Tea Room's Bear Ballroom. Highlights included:

HONOREES –

Christine Quinn, Speaker,
New York City Council
Daniel A. Lieberman,
President, 34th Street
Partnership & Bryant Park
Corporation
Dominic Chianese,
Actor & Singer

BENEFIT CHAIR –

Peter M. Meyer - President,
NYC Market, TD Bank

HONORARY BENEFIT CHAIR –

Hon. Marty Markowitz,
Brooklyn Borough President

BENEFIT COMMITTEE –

Patrick Condren, President,
Patcon Associates, Ltd.
Douglas Durst, President,
The Durst Organization
Paul Insalaco, President,
BF9 Media
George Lence, President,
Nicholas & Lence
Communications LLC
Thomas Lewis, President,
Gray Line New York
Sightseeing
Cristyne Nicholas, CEO,
Nicholas & Lence
Communications LLC
Stephen Schnall, Regional

Sales Manager, Optaros
Diana Taylor, Managing
Director, Wolfensohn &
Company, L.L.C

EVENT PROCEEDS –

Gross - \$62,067

Net - \$44,552

SPONSORS –

42nd Development

Corporation

CWA Local 1180

Eisner LLP

Gateway Group One

Gray Line New York

Sightseeing

JCPenney

MVP|NY

New York Hotel & Motel

Trades Council,

AFL-CIO

Newmark Knight Frank

NYC & Company

Steuben Foods, Inc.

The Port Authority of

NY & NJ

2010 Spring Benefit

Held at the New York Marriott Marquis, Big Apple Greeter's 18th Annual Recognition Breakfast recognized several New Yorkers who have made an impact on New York City through the work they do on behalf of the City. Highlights of the event included:

HONOREES –

John C. Liu, Comptroller,

The City of New York

Paul P. Mak, President & CEO,

Brooklyn Chinese American

Association

Joseph Briller –

Greeter of the Year

EVENT PROCEEDS –

Gross - \$43,616

(held subsequent to fiscal
year-end)

Net - \$31,606

SPONSORS –

Con Edison

Gray Line New York Sightseeing

NYC & Company

HONORARY BENEFIT CHAIR –

Hon. Marty Markowitz,

Brooklyn Borough

President

BENEFIT COMMITTEE –

Patty Clark, Sr. Advisor to

the Aviation Director for

External Affairs, The Port

Authority of NY & NJ

Patrick Condren, President,

Patcon Associates, Ltd.

Tom Lewis, President, Gray

Line New York Sightseeing

Steve Swenson, V.P. & General

Manager WCBS Newsradio

880 & 1010 WINS

Vince Tabone, Esq., Director

of Government Relations,

Red Apple Group, Inc.



Joseph Briller, John Liu and
Paul Mak

Big Apple Greeter Donors

Honor Your Favorite New Yorker Campaign

Our organization has an innovative way for individuals to honor their favorite New Yorker by making a donation to Big Apple Greeter. The honoree receives a personalized certificate with a theme of the borough of the donor's choice. Honorees during the past fiscal year were:

In-Honor of Greeter Richard Darmstadter

Ralph Koppel

In honor of Evie & Richard Darmstadter's 50th anniversary

Dora and Stephen Schwartz

In honor of favorite New Yorker, Trent Stogsdill

Marilyn Meador

In memory of Greeter Arthur Bitterman

Deborah Berger

Joan & Joseph Briller

Pearl Frisch

Martin D. Greer

Gail L. Morse

Paul Pillitteri

Betsy Pregulman

Bernice Weinblatt

In memory of Walter Doyle

Bobbie Gold

Elizabeth J. Holmes

In memory of Samuel and Ruth Freeman

Jay Freeman

In memory of Lillian Morse

Janet Alicea

Joan & Joseph Briller

Marilyn Grosswirth

Elizabeth J. Holmes

Raphael G. Jacobs

Big Apple Greeter Financial Statements –

Fiscal year Ending April 30, 2010

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Big Apple Greeter Board of Directors

Chair* – Thomas G. Lewis, President, Gray Line New York Sightseeing

Vice Chair* – Louise Morman, Executive Coach, Management Consultant, Eldercare Advocate

Treasurer* – Kenneth Smith, CPA, Partner, Eisner LLP Accountants and Advisors

Founder* – Lynn Brooks, Big Apple Greeter

Executive Director* – Alicia Pierro, Big Apple Greeter

Barbara Bailey – Assistant Director of Communications, Workers of America Local 1180's Retiree Division (Retired)

Kamal Bhatia, CFA – Managing Director & Head of Asset Management Products, TIAA-CREFF Asset Management

Garrett R. Bowden – Principal, Affirmative Equities Realty L.P.

Christopher P. Boylan* – Deputy Executive Director, Metropolitan Transportation Authority (Chairman Emeritus)

Patty Clark – Sr. Advisor to the Aviation Director for External Affairs, The Port Authority of New York & New Jersey

Patrick W. Condren – President, Patcon Associates, Ltd.

Kelly Ann Curtin – Senior Vice President, Membership, NYC & Company

Matthew Daus, Esq. – Attorney At Law: Windels Marx Lane & Mittendorf, LLP; NYC Civil Service Commissioner; Distinguished Lecturer, CUNY

Merrie L. Davis – President & Publisher, MVP|NY

Douglas Durst – President, The Durst Organization

Don Eugene* – Senior Officer, R.H. Macy & Co., Inc. (Retired); Callydus Group LLC

Jill Groce – General Manager, JCPenney Manhattan Mall

Peter Kohlmann – Founder, PeKo Creative

Jeffrey Lam – Managing Member, Lam Generation, LLC

Diane McNulty – Director of Community Affairs, The New York Times

Cristyne L. Nicholas* – CEO, Nicholas & Lence Communications, LLC

David Rothfeld, Esq.* – Partner, Kane Kessler, P.C.

John J. Ruzich, OBE* – President & CEO, The TIMM Group, LLC

Stephen Schnell* – Regional Sales Manager, Optaros

Joseph E. Spinnato – President, Hotel Association of New York City, Inc.

Steve Swenson – Vice President & General Manager, 1010 WINS and WCBS News Radio 88

Vincent J. Tabone – Director of Government Relations, Red Apple Group, Inc.

Barbara M. Tomanelli – Executive Assistant to Vice President, MetLife (Retired); Greeter Representative

Markly Wilson – Director, International Marketing, New York State Division of Tourism

James H. Yates – Sr. Vice President, Marketing and Economic Development, New York Power Authority (retired)

Chairman Emeritus – Joel L. Epstein, Chairman & CEO, AIG Consumer Finance (Retired)

Honorary Lifetime Member – Elizabeth A. Baltz, Global Business Development & Management

Honorary Lifetime Member – Horace Webb, Senior Vice President Public Affairs, Con Edison (Retired)

Honorary Lifetime Member – Paul Insalaco* – President, BF9 Media (Immediate Past Chair)

Ex–Officio Members

Hon. Michael R. Bloomberg, Mayor of the City of New York

Hon. Ruben Diaz Jr., Bronx Borough President

Hon. Marty Markowitz, Brooklyn Borough President

Hon. Helen M. Marshall, Queens Borough President

Hon. James P. Molinaro, Staten Island Borough President

Hon. Scott Stringer, Manhattan Borough President

*Executive Committee

Big Apple Greeter Staff

Lynn Brooks, Founder

Alicia Pierro, Executive Director

Gail Morse, Director of Volunteers and Programs

Elizabeth Holmes, Director of Development

Alison Brooks, Special Events Coordinator/Database Administrator

Jennifer Smith, Office Manager



O'Connor Davies Munns & Dobbins, llp
ACCOUNTANTS AND CONSULTANTS

Independent Auditors' Report

Board of Directors Big Apple Greeter, Inc.

We have audited the accompanying statements of financial position of Big Apple Greeter, Inc. as of April 30, 2010 and 2009, and the related statements of activities, functional expenses and cash flows for the years then ended. These financial statements are the responsibility of Big Apple Greeter, Inc.'s management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Big Apple Greeter, Inc.'s internal control over financial reporting.

Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Big Apple Greeter, Inc. as of April 30, 2010 and 2009, and the changes in its net assets and its cash flows for the years then ended, in conformity with accounting principles generally accepted in the United States of America.

O'Connor Davies Munns & Dobbins, LLP

New York, New York
September 15, 2010

Big Apple Greeter, Inc. | Statements of Financial Position | For the Years Ended April 30,

	2010	2009
ASSETS		
Cash and cash equivalents	\$ 40,271	\$ 165,360
Accounts receivable	13,612	20,100
Prepaid expenses	7,384	17,015
MetroCard inventory	1,575	1,000
Furniture and equipment, net	–	168
Restricted cash	–	36,250
	\$ 62,842	\$ 239,893
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	\$ 22,583	\$ 18,895
Deferred revenue	20,950	50,150
Total Liabilities	43,533	69,045
Net assets		
Unrestricted	17,734	133,598
Temporarily restricted	1,575	1,000
Permanently restricted	–	36,250
Total Net Assets	19,309	170,848
	\$ 62,842	\$ 239,893

See notes to financial statements

Big Apple Greeter, Inc. | Statements of Functional Expenses | For the Years Ended April 30,

2009

2010

	Program Services	General and Administrative	Fundraising	Total	Program Services	General and Administrative	Fundraising	Total
Salaries	\$168,205	\$37,062	\$79,826	\$ 285,093	\$175,671	\$38,707	\$83,369	\$297,747
Payroll taxes and employee benefits	20,991	4,625	9,962	35,578	19,148	4,219	9,087	32,454
In-kind:								
Volunteers	1,052,373	133,059	24,192	1,209,624	972,126	122,912	22,348	1,117,386
Occupancy	109,200	13,650	13,650	136,500	109,200	13,650	13,650	136,500
Other services	47,790	—	11,210	59,000	73,427	—	17,224	90,651
Audit and bookkeeping	—	14,275	—	14,275	—	16,560	—	16,560
Insurance	13,838	2,570	3,361	19,769	14,083	2,615	3,420	20,118
MetroCards used	33,325	—	—	33,325	51,000	—	—	51,000
Printing, publications and postage	3,147	674	674	4,495	7,013	1,503	1,503	10,019
Equipment rental and maintenance	3,228	692	692	4,612	3,454	740	740	4,934
Other	18,129	—	—	18,129	16,184	—	—	16,184
Bad debt	—	—	—	—	—	900	—	900
Depreciation	121	29	18	168	1,143	270	175	1,588
	\$1,470,347	\$206,636	\$143,585	\$1,820,568	\$1,442,449	\$202,076	\$151,516	\$1,796,041

See notes to financial statements

Big Apple Greeter, Inc. | Statement of Cash Flows | For the Years Ended April 30,

	2010	2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$(151,539)	\$33,605
Adjustments to reconcile change in net assets to net cash from operating activities:		
Depreciation	168	1,588
Bad debt expense	-	900
MetroCards donated	(33,900)	(52,000)
MetroCards used	33,325	51,000
Changes in operating assets and liabilities:		
Accounts receivable	6,488	38,800
Prepaid expenses	9,631	2,636
Accounts payable and accrued expenses	3,688	127
Deferred revenue	(29,200)	(170,100)
Net Cash from Operating Activities	(161,339)	(93,444)
CASH FLOWS FROM INVESTING ACTIVITIES		
Redemption of certificates of deposit	36,250	-
Net Cash from Operating Activities	(125,089)	(93,444)
CASH AND CASH EQUIVALENTS		
Beginning of the year	165,360	258,804
End of the year	\$40,271	\$165,360

See notes to financial statements

1. Organization and Tax Status

Big Apple Greeter, Inc. (“Big Apple Greeter”) is a New York non-profit corporation organized to enhance New York City’s worldwide image and to enrich the New York experience by connecting visitors with knowledgeable and enthusiastic volunteers (“greeters”).

Big Apple Greeter is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. In addition, Big Apple Greeter qualifies for the charitable contribution deduction under Section 170(b)(1)(A) and has been classified as an organization other than a private foundation under Section 509(a)(2).

2. Summary of Significant Accounting Policies

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles in the United States of America requires management to make certain estimates and assumptions that relate to the reporting of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Basis of Presentation

The financial statements report amounts separately by class of net assets. Unrestricted net assets are those currently available at the discretion of the board for use in Big Apple Greeter’s operations. Temporarily restricted net assets are stipulated by donors or agreements for specific purposes or time restrictions. When donor restrictions expire, that is, when a time restriction ends or a purpose restriction is fulfilled, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Permanently restricted net assets are established by donor restricted gifts and bequests to provide a permanent endowment.

Cash and Cash Equivalents

Cash and cash equivalents include all highly liquid investments with maturities of three months or less at the time of purchase. Investments include time deposits with maturities of more than three months at the time of purchase. They are carried at cost, which approximate fair value.

Investments

Investments include time deposits with maturities of more than three months at the time of purchase. They are carried at cost, which approximate fair value.

2. Summary of Significant Accounting Policies (*continued*)

Furniture, Equipment and Depreciation

Furniture and equipment are stated at cost and depreciated on a straight-line basis over the estimated useful lives of the related assets. Office furnishings and equipment are deemed to have a useful life ranging between three and seven years.

Accounts and Pledges Receivable

Unconditional promises to give receivable are recorded when an unconditional promise is made. Unconditional promises to give to be received in future years are discounted to present value using an appropriate interest rate applicable to the year in which the promise is received.

Contributions

Unconditional contributions are recorded as revenue upon receipt or when promised and are considered to be available for unrestricted use, unless specifically restricted by donor. Amounts received that are designated for future periods or restricted by the donor for specific purposes are reported as temporarily restricted or permanently restricted support that increases those net asset classes.

Contributions of non-cash assets are recorded at their fair values at the date of contribution. Contributions of services that create or enhance non-financial assets or that require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation, are recorded at their fair values in the period received. Donated services rendered by volunteers that do not meet the criteria for recognition are not recorded in the financial statements.

Functional Expenses

Big Apple Greeter allocates its expenses on a functional basis among its various programs and support services. Expenses that can be identified with specific program or support services are charged directly according to that expenditure classification. Expenses that are common to several functions are allocated to those functions.

Deferred Revenue

Revenues from major fundraising events are reported in the fiscal year in which the events are held. Payments received in advance of these events are reported as deferred revenue at April 30.

2. Summary of Significant Accounting Policies (*continued*)

Accounting for Uncertainty in Income Taxes

Big Apple Greeter's accounting policy is to provide liabilities for uncertain tax positions when a liability is probable and estimable. Management is not aware of any violation of its tax status as an organization exempt from income taxes, nor of any exposure to unrelated business income tax, nor of any other uncertain tax positions that would require financial statement recognition. The Organization is no longer subject to audits by the applicable taxing jurisdictions for periods prior to fiscal 2007.

Subsequent Events Evaluation by Management

Management has evaluated subsequent events for disclosure and/or recognition in the financial statements through the date that the financial statements were available to be issued, which date is September 15, 2010.

3. Concentration of Credit Risk

Financial instruments which potentially subject Big Apple Greeter to concentrations of credit risk consist primarily of cash and cash equivalents. Big Apple Greeter maintains its cash in bank deposit accounts which, at times, may exceed federal insured limits. Big Apple Greeter has not experienced any losses in such accounts.

Big Apple Greeter receives a substantial amount of its cash and non-cash support from the City of New York, its agencies and affiliates. The amount of that support is set on an annual basis and can vary from year to year. A material decrease in that support would directly effect operations.

4. Permanently Restricted Net Assets

During the year ended April 30, 2010, Big Apple Greeter received written authorization from donors, removing all restrictions on \$36,250 of previously endowed gifts, making those funds available for unrestricted purposes at the discretion of the Board. As a result of these reclassifications, there are no permanently restricted net assets at April 30, 2010.

5. Temporarily Restricted Net Assets

Temporarily restricted net assets at April 30, 2010 and 2009 consist of MetroCards, which are restricted as to use in programs and by volunteers.

6. Furniture and Equipment

Furniture and equipment at April 30 consist of the following:

	2010	2009
Computer equipment	\$21,444	\$21,444
Software	17,082	17,082
Furniture and fixtures	660	660
	39,186	39,186
Accumulated depreciation	(39,186)	(39,018)
	\$-	\$ 168

7. Deferred Revenue

Deferred revenue at April 30, 2010 and 2009 consists of the gross proceeds for the Spring Breakfast fundraiser.

8. In-kind Services

The City of New York, its agencies and its affiliates have provided office space and telephone usage to Big Apple Greeter. Volunteer services have been performed by a substantial number of tour personnel and others who have contributed significant amounts of their time to Big Apple Greeter. The organization has valued and recorded these services, which are necessary for it to carry out its programs.

8. In-kind Services (continued)

	2010	2009
In-kind services provided by the City of New York:		
Rent/utilities	\$103,500	\$103,500
Telephone/fax	33,000	33,000
Total City of New York services	136,500	136,500
Other In-kind services:		
Volunteer department reception	–	2,500
Advertising and printing	59,000	90,650
Total non-volunteer services	59,000	93,150
Volunteer administration	747,129	524,806
Volunteer greeters	432,495	436,747
Volunteer technical	30,000	153,333
Total volunteer services	1,209,624	1,114,886
	\$1,405,124	\$1,344,536

Appendix I –

Big Apple Greeter Volunteers

Greeters

Daniel Abatelli
Jonathan Adwar
Fred Alexander
Henry Alford
Gustavo Asto
Joachim (Joe) Auer
Jennifer Bahme
Frank Bamberger
Katrina Barnas
Lester Barnett
Ilan Basch
William A. Bautz
Ruth Bechhofer
David Beld
Karen Bell
Sheila Bellen
Terry Benalla
Marian Benedikt
Anne Benyaminowich
Jane Berman
Joanne Bernstein
Karl Bernstein
Linde Bernstein
Michael Bernstein
Ron Berthel
Emile Beux
Patricia Bharath
Ann Bially
Melvyn Birnbaum
Ettagale Blauer
Nora Bleich
Stanley Bloomfield

Jeanne Bornstein
Edward Botwin
Coreen Bourke
David Brangaccio
Emil Bretzger
Joan Briller
Joseph Briller
Susan Brinnitzer
Ethan Brook
S. Brookes
Mike Brown
Karen Brueckner
Joanna Bukszpan
Shirley Burnhardt
Ellen Burns
Ernest Busch
David Bushler
Cora Cagayat
David Camacho
Leslie Camacho
Jann Chisholm
John Cirincion
Judy Claybourne
Herbert Cohen
Malcolm Cohen
Shara Cohen
Janet Cohn
Julie Compton
Reva Cooper
Steven Cooper
Gladys Cotto
Gretel Courtney

Thomas Couto
Andrea Coyle
Mathew Dallas
Erna Daniel
Demetria Daniels
Richard Darmstadter
David Delvalle
Nancy di Benedetto
Clara Diaz
Joanne Dillon
John Dillon
Rachel Donner
Peter Drew
Richard Drezen
Sandra Driesen
Audrey Drillich
Arlene Dunn
Carol Dyner
Robert Eber
Donald Eigendorff
Audrey Eisen
Ethel Elkin
Chafin Elliott
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GREETERS from page 41

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